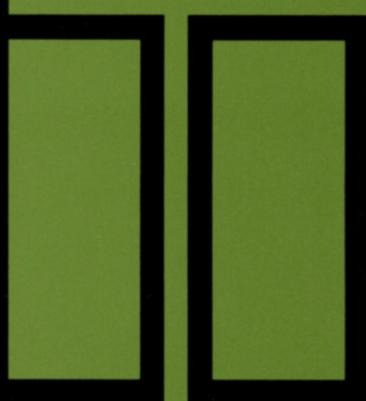


# Guidelines for Application

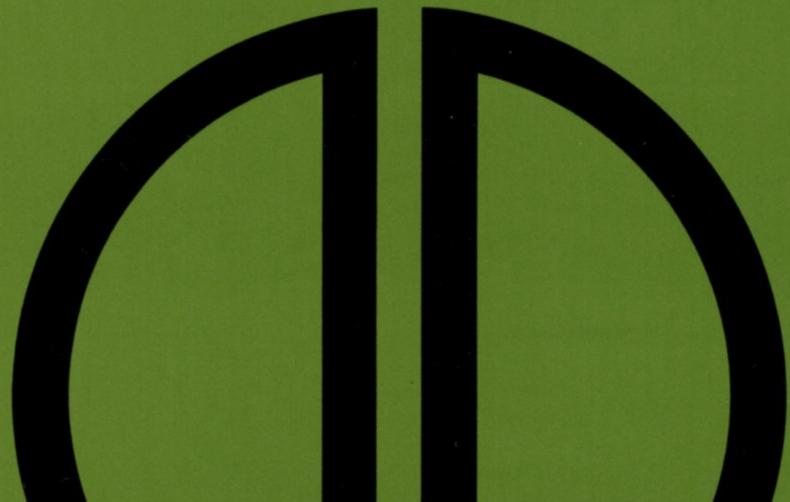
## Unofficial Identification: Logotypes and Symbols



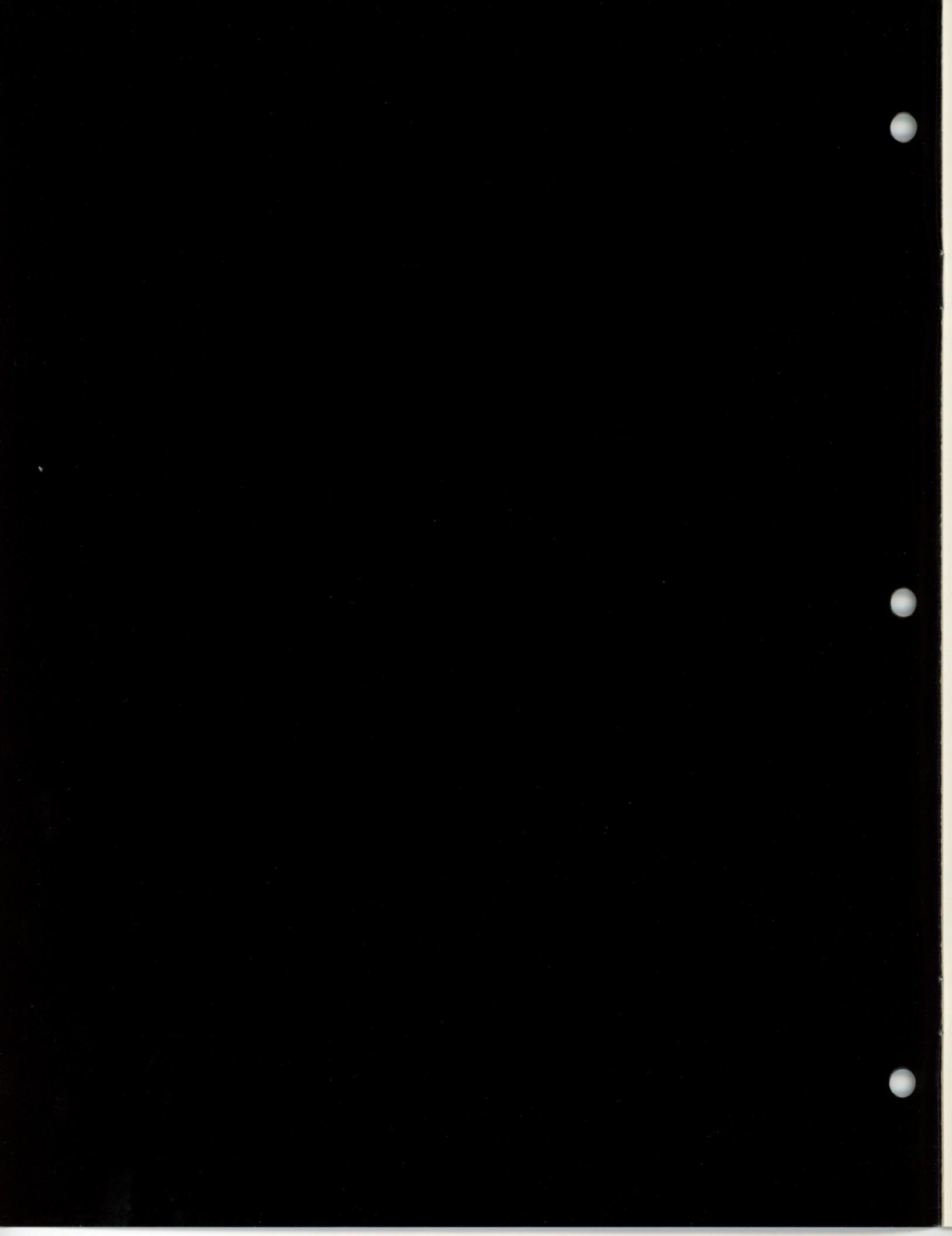
Delta Project



Alpha Group



Bell System



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## Introduction

The bell symbol, a registered service mark of AT&T, is the primary visual device that identifies the products and services of all Bell System Companies. This symbol, more than any other graphic element of the Corporate Identification Program, represents the unifying mark that says, "Telephone Company" or "Bell System" to nine out of ten American adults—even when it stands alone, without any accompanying logotype or copy.

From time-to-time, various groups within the Bell System have asked their Graphic Design Departments and Drafting Departments to create special or unofficial identification symbols and logotypes for use on newsletters, reports, stationery, sales promotion or instructional literature. These department and service groups deem the use of special symbols and logotype styles (other than the approved Bell System symbol and alphabet) as necessary to emphasize their identity within the Bell System internal organization or public enterprise.

*Note: It must be understood at the outset that this approach, particularly when carried to extremes, may be considered fundamentally inconsistent with the objectives of the Bell System Corporate Identification Program. If the significance, value and integrity of the bell symbol are to be preserved, then any other symbol cannot be used in such a manner that will compete with (and thereby dilute) the importance and distinctive quality of the bell symbol. The bell symbol therefore, must continue to be the dominant and unifying identification element displayed on virtually all of the graphic materials distributed by the Operating Companies and their departments. An extensive discussion of the use of the bell symbol and other Bell System marks can be found in the Bell System Trademark & Service Mark Manual.*

The principles for application presented in this brochure do not seek to prohibit the use of unofficial departmental and service group identification devices but, instead are intended to establish acceptable guidelines for their appropriate development and application, particularly when used in conjunction with the bell symbol. Presented on the pages that follow are control guidelines for the application of unofficial identification to printed materials representing various categories. First, however, there are fundamental precautions that *must* be considered whenever the use of an unofficial identification logotype or symbol/logotype is contemplated:

1. Explore the question: "Is a specially designed identification device absolutely necessary?" Remember, it is in the interest of your company's identification as a part of the Bell System (as well as its operating economy) to avoid the proliferation of *customized* symbols and logotypes as signals of its activities.
2. If it is determined that a special symbol or logotype is to be utilized, all preliminary design concepts *must* be approved by your company's Legal Department (for "Right to Use" clearance) and corporate identification program administrator *before* any finished art, reproduction or publication activities are initiated. This is in order to prevent the possibility of infringement on marks registered by non-Bell System organizations. The program administrator's approval should be made in accordance with the guidelines set forth in this manual.
3. The official company signature *must* appear on *the major title page, cover, or identification surface* of all printed literature, regardless of whether the unofficial identification does or does not appear. First, this will establish that the printed piece represents a Bell System organization, service or product. Second, the official company signature must be used to signal that the printed piece speaks for only a specific group within a company—rather than for the entire Bell System.
4. There will always be specific printed surfaces, or media, where an unofficial symbol or logotype *should not* appear, nor be used in conjunction with the bell symbol (i.e. business card). Therefore, the intended use of the special identification mark or logotype should be carefully appraised in accordance with the principles and guidelines demonstrated in this brochure. If the intended use is not referenced herein, the question of the appropriateness of the application should be brought to the attention of your company corporate identification program administrator, Public Relations Department, or: Advertising Manager, Graphic Design, AT&T, Public Relations and Employee Information Department, New York, New York.  
Telephone: (212) 393-2707

## Acceptable methods of unofficial identification

Demonstrated below are four approved methods that may be utilized to create unofficial (secondary) identification for a department or service organization within a Bell System Operating Company. The demonstrations are presented in a sequence relative to their preferability. It is important to note that *all* of the demonstrations below appear in conjunction with the official company signature (bell symbol and company logotype) on what is presumed to be a primary identification surface. *This is a basic requirement for the use of unofficial identification.* Additionally, the company signature appears in a more prominent position relative to the unofficial identification in the majority of situations.

### Demonstration A:

Shows the recommended use of an identification name for an internal group set in the proper Bell System typeface—Helvetica Medium, caps and lower case. This is the preferred identification method.

### Demonstration B:

Demonstrates the unofficial identification logotype prepared in a unique, stylized lettering or type style.

### Demonstration C:

Represents the use of a custom-designed symbol in conjunction with the Helvetica Medium typeface in caps and lower case letters. When a unique symbol is employed, it is strongly recommended that the accompanying logotype be set in Helvetica Medium. This will help to link the identification to the Bell System. The company signature must be properly displayed, as shown.

### Demonstration D:

Shows the use of a custom-designed symbol with a stylized logotype. This solution to the development of unofficial identification is, at best, a marginally acceptable procedure. This is because the visual linkage to the Bell System is weak, and the secondary identification might tend to overpower the company signature.

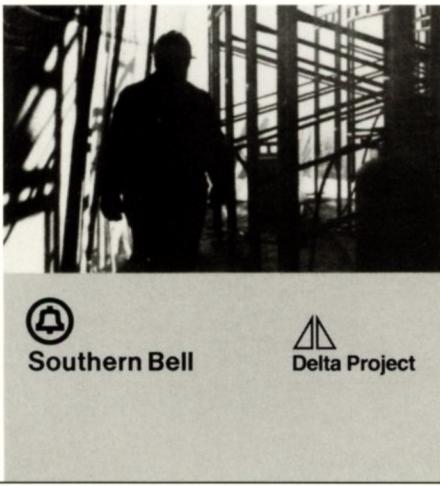
A



B



C



D



## Unacceptable applications of unofficial identification

The applications shown below are unacceptable primarily because they tend to confuse the relationship of the unofficial identification to the company or to the Bell System. They are, therefore, in opposition to the intent of the Bell System Corporate Identification Program.

### Demonstrations E and F:

The bell symbol may not be shown in conjunction with any secondary or unofficial identification elements. Demonstrations A or B, opposite page, are correct.

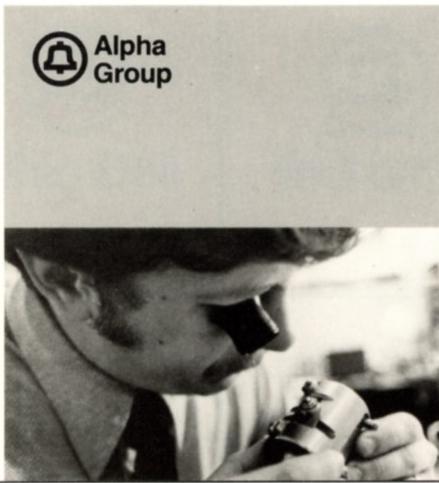
### Demonstration G:

The bell symbol may not be used in conjunction with another symbol. Similarly, two symbols cannot be attached to a single logotype. The correct application is shown in Demonstrations C and D, opposite page.

### Demonstration H:

It is necessary to show the *official* company signature in conjunction with the unofficial identification on the primary identification surface of all printed literature, as demonstrated on the opposite page.

E



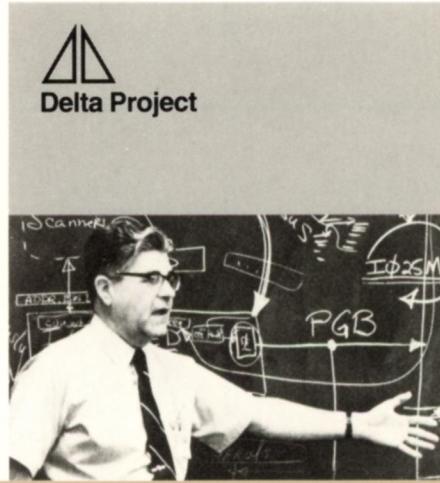
F



G



H



## **Guidelines for use of color: Logotype identification**

The principles demonstrated below pertain to the use of color on logotype identification, as it is used in conjunction with the company signature. Note: Positions shown below are for demonstration purposes only—not suggested alignments.

### **Demonstration A:**

It is permissible to present both identifications on the same printed surface, with the unofficial identification logotype in either Bell System Blue or black.

### **Demonstration B:**

It is permissible to use any other color on the unofficial identification logotype only.

### **Demonstration C:**

In a situation where the printing is limited to two colors (one of which is black), a *special* color may be shown on the unofficial identification logotype only. The company signature elements (symbol and logotype) are to be printed in black. Note: This presumes that Bell System Blue is *not* the second color.

### **Demonstration D:**

In a situation where only a single color of ink is available, any one color reproduction of all identification elements is acceptable.

### **Demonstration E: Unacceptable.**

In a two-color printing situation, as shown below, the company signature—symbol and logotype—must be printed in black only. Demonstration C is correct.

### **Demonstration F: Unacceptable.**

Bell System Blue cannot be used to reproduce the unofficial identification logotype with the company signature printed in an unapproved color on the same surface. This would imply that the unapproved color, other than Bell System Blue, is also an approved Bell System identification color. Demonstration B is correct.

A	 <b>Ohio Bell</b>	 <b>Alpha Group</b>
B	 <b>Ohio Bell</b>	 <b>Alpha Group</b>
C	 <b>Ohio Bell</b>	 <b>Alpha Group</b>
D	 <b>Ohio Bell</b>	 <b>Alpha Group</b>
E	 <b>Ohio Bell</b>	 <b>Alpha Group</b>
F	 <b>Ohio Bell</b>	 <b>Alpha Group</b>

## **Guidelines for use of color: Symbol and logotype identification**

The principles demonstrated below pertain to the use of color on unofficial identification made up of a custom symbol and logotype, as it is used in conjunction with the company signature.

Note: Position relationships shown below are for demonstration purposes only—not suggested alignments.

### **Demonstration A:**

It is permissible to present both identifications on the same printed surface in the approved color combination of Bell System Blue and black.

### **Demonstration B:**

It is permissible to use any other color on the unofficial symbol only.

### **Demonstration C:**

In a situation where the printing is limited to two colors (one of which is black), a *special* color may be shown on the unofficial symbol only. The company

signature elements (symbol and logotype) are to be printed in black. Note: This presumes that Bell System Blue is *not* the second color.

### **Demonstration D:**

In a situation where only a single color of ink is available, any one color reproduction of all identification elements is acceptable.

### **Demonstration E: Unacceptable.**

In a two-color printing situation, as shown below, the company signature—symbol and logotype—must be printed in black only. Demonstration C is correct.

### **Demonstration F: Unacceptable.**

Bell System Blue and black cannot be used to reproduce the unofficial identification with the company signature printed in an unapproved color on the same surface. This would imply that the unapproved color, other than Bell System Blue, is also a Bell System identification color.

Demonstration B is correct.

A	 <b>Ohio Bell</b>	 <b>Delta Project</b>	B	 <b>Ohio Bell</b>	 <b>Delta Project</b>
C	 <b>Ohio Bell</b>	 <b>Delta Project</b>	D	 <b>Ohio Bell</b>	 <b>Delta Project</b>
E	 <b>Ohio Bell</b>	 <b>Delta Project</b>	F	 <b>Ohio Bell</b>	 <b>Delta Project</b>

## **Application of unofficial logotype identification to printed literature**

All applications demonstrated below are acceptable.

### **Demonstration A – Newsletter:**

This is a preferred arrangement for a newsletter masthead. The official company signature is isolated and given its own prominent position. The unofficial identification is typeset in Helvetica Medium.

### **Demonstration B – Newsletter:**

Illustrates a masthead format in which the company signature is given a secondary positioning relative to the stylized, unofficial identification logotype. This serves to qualify the document as a communication of a specific Bell System Company.

### **Demonstration C – Promotional or informational literature – displaying a large illustration area:**

The company signature must appear on the primary identification surface of the printed piece, in conjunction with the unofficial identification logotype. Again, this will insure that the material is clearly discerned as a communication of a Bell System Company.

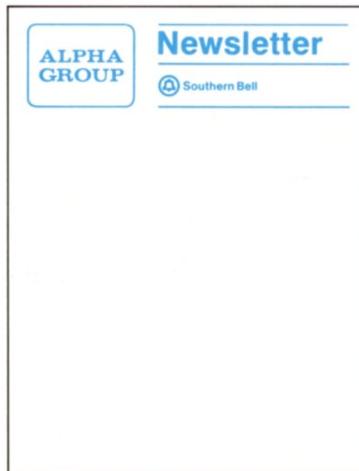
### **Demonstration D – Internal reports or informational bulletins:**

In a situation as illustrated below, the company signature need not be equal in size to the unofficial identification logotype, which is used here as a major design element, but it must appear in a prominent position.

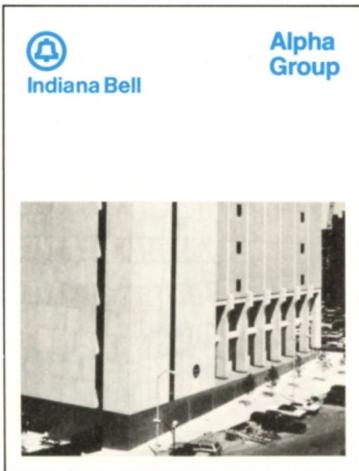
A



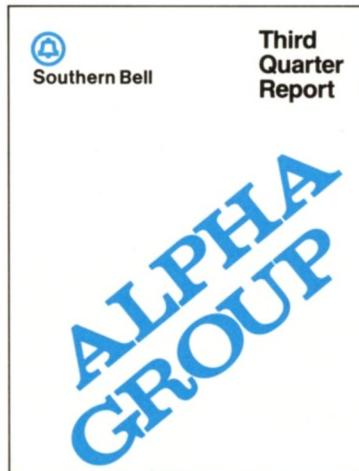
B



C



D



## **Application of unofficial symbol and logotype identification**

All applications demonstrated below are acceptable.

### **Demonstration A – Newsletter:**

This is a preferred arrangement for a newsletter masthead showing a custom symbol with logotypes set in Helvetica Medium. The company identification is isolated and in a prominent position.

### **Demonstration B – Newsletter:**

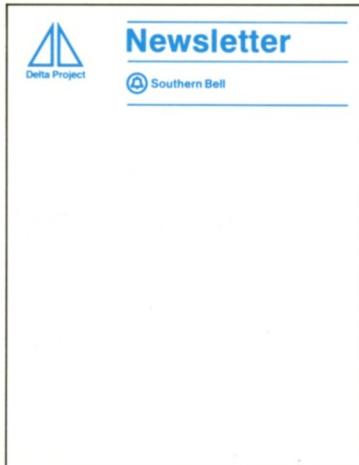
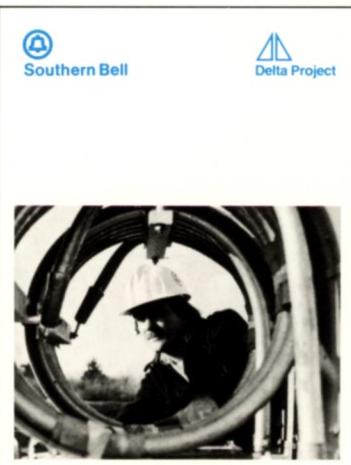
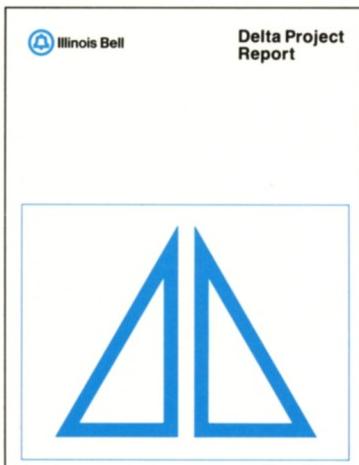
Illustrates the positioning of the company signature in a secondary position within the masthead area. This will insure that the material is discerned as a communication of a Bell System Company. This arrangement is not considered as desirable as Demonstration A.

### **Demonstration C – Promotional or informational literature displaying a large illustration area.**

The company signature must appear on the primary identification surface in conjunction with the unofficial symbol and logotype. This will serve notice that the printed piece is a communication emanating from a Bell System Company.

### **Demonstration D – Internal reports or informational bulletins:**

Illustrates an acceptable format for covers for reports, manuals and informational bulletins originating in special group areas. Here the special identification symbol is utilized entirely as a decorative symbol. It is *not* repeated as part of the group identification.

A		B	
C		D	

## **Acceptable application of unofficial identification to stationery**

### **Demonstration A – Basic letterhead:**

This illustration of the top portion of a company letterhead demonstrates the preferred heading position and configuration that is utilized on Bell System company letterheads. The individual's name, title and department are to remain at the upper left position, as is proper on this letterhead. This is demonstrated in the Bell System Stationery Manual.

### **Demonstration B – Letterhead with unofficial identification:**

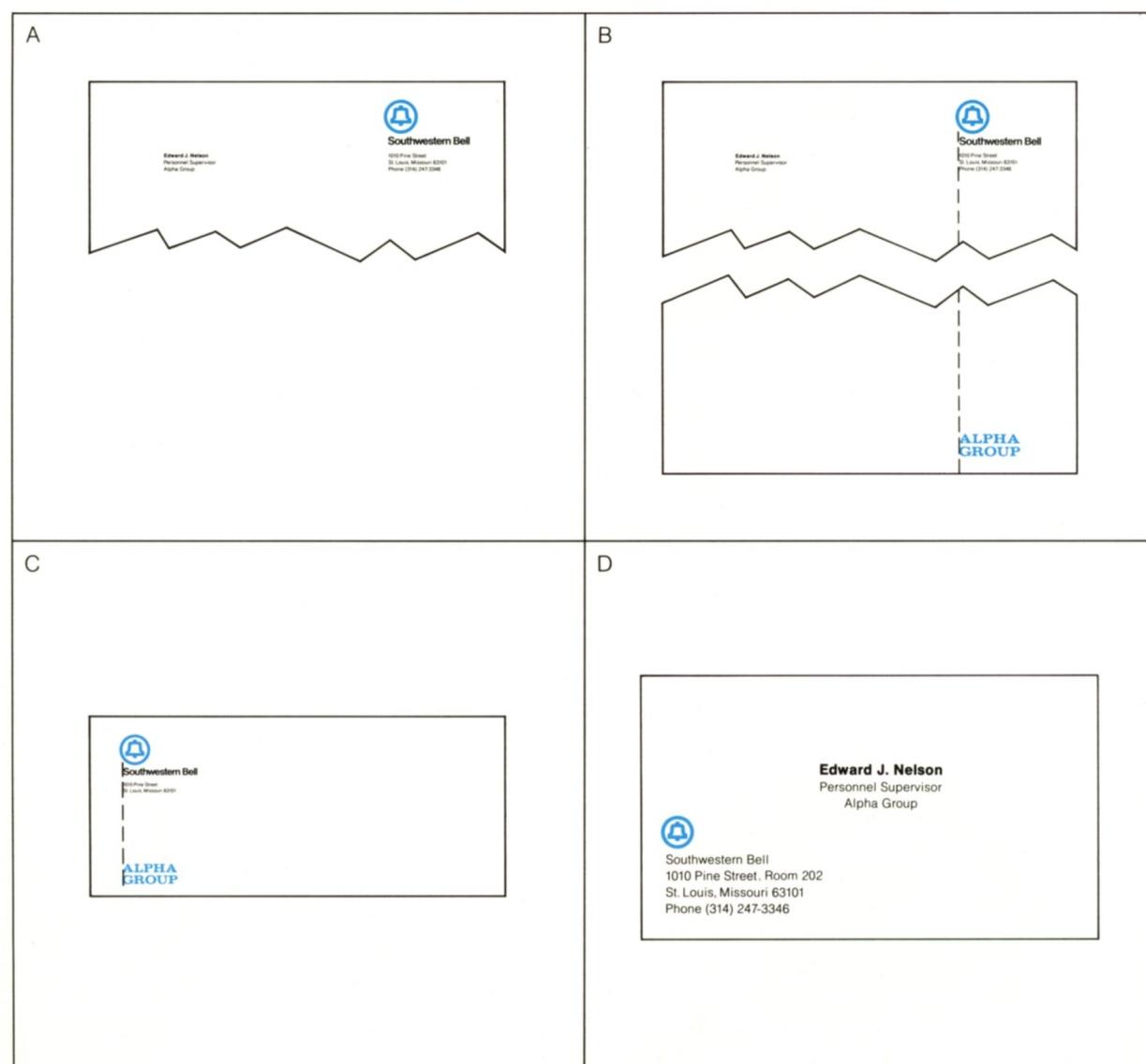
The unofficial identification is to be positioned "stacked flush left" in vertical alignment with the company identification, as illustrated. The unofficial identification must not exceed the size of the company's identification elements. The unofficial identification can be reproduced in all black, blue and black, or in all blue. A special identification color may be added—provided this color is not used to alter the reproduction of the company signature. Note: The address information remains with the company identification.

### **Demonstration C – Envelope with unofficial identification:**

The "stacked flush left—vertical alignment configuration", as shown, is the only approved positioning. The size of the unofficial symbol or logotype must not exceed the size of the company's identification elements. The address copy is to remain with the company identification.

### **Demonstration D – Business card:**

Unofficial identification elements are *not* to appear on Bell System employees' business cards. Because of the limited space that is available, the unofficial identification elements would become competitive with the bell symbol. This would weaken the impact of the "official" identification. Based on corporate policy, Yellow Pages and PhoneCenter Store are the only exceptions to this restriction. Other exceptions may be designated as specific conditions require.



## Unacceptable applications of unofficial identification to stationery

### Demonstration E – Letterhead:

Do not reverse positions of identification elements. Never put the unofficial identification in the primary position. Demonstration B, opposite page, is correct.

### Demonstration F

#### Letterhead, upper illustration:

Do not attach the unofficial symbol to the individual's name and title.

#### Letterhead, lower illustration:

Do not use the unofficial identification alone, omitting the company identification.

Follow Demonstration B, opposite page.

### Demonstration G

#### Envelope, upper illustration:

Do not reverse positions of identification elements.

#### Envelope, lower illustration:

Do not use the unofficial identification exclusively. Follow Demonstration C, opposite page.

### Demonstration H – Business card:

Unofficial identification elements (symbol or logotype) are not to be reproduced on company business cards. Based on corporate policy, Yellow Pages and PhoneCenter Store are the only exceptions to this restriction. Other exceptions may be designated as specific conditions require.

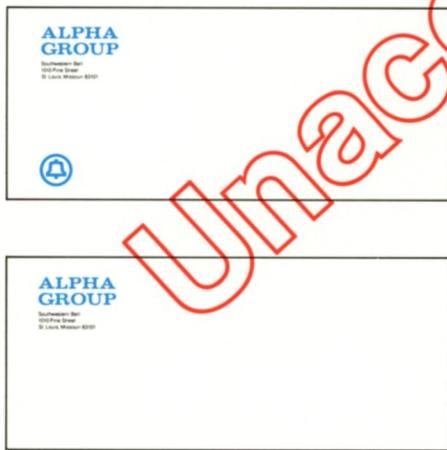
E



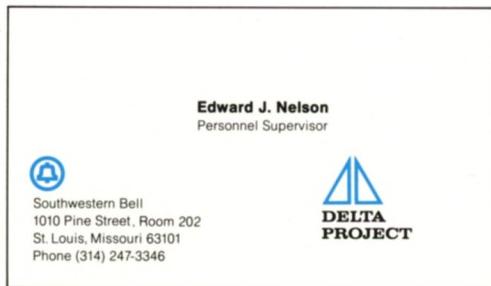
F



G



H



## Unacceptable configurations for unofficial symbols

The guidelines stated below are to be carefully observed when an unofficial symbol is to be created.

Bear in mind that it is considered *least* desirable to utilize a symbol for group or project identification purposes. An identifying logotype should be the primary means employed to produce distinguishing identification.

The guidelines below are intended to avoid the dilution of the distinctive quality of the bell symbol. Also, because of the danger of infringement of non-Bell System marks, it is imperative that all new symbols are cleared with your company Legal Department before any finished art or publication activities are undertaken.

### Demonstration A:

Do not attempt to modify or "refine" the Bell System symbol in any way.

### Demonstration B:

Do not create a mark that is similar or reminiscent in appearance to the approved Bell System symbol.

### Demonstrations C and D:

Do not attempt to create a new "bell-like" symbol of any kind for use as an unofficial identification device—even if it is totally dissimilar to the official Bell System symbol.

### Demonstration E:

Do not attach the Bell System symbol to an unofficial symbol in any way.

### Demonstration F:

Do not insert the Bell System symbol into another design element in order to create a distinctive identification mark.

A



B



C



D



E



F



## **How to obtain information and additional copies of manual**

If you have any questions about how to proceed in a situation that is not demonstrated in this manual, or if you require additional copies, contact:

1. Company corporate identification program administrator, or,
2. Advertising Manager – Graphic Design, AT&T Public Relations and Employee Information Department, New York, New York  
Telephone: (212) 393-2707



